



SUCCESS IN A CONVERGING WORLD

Managing IT is not for me – Or is it?

October 25, 2013



SMB Market Trends

- Projected to cross the \$1 trillion mark in IT spend in 2015 (*Gartner*)
- 42% of SMBs expected to increase IT budgets (*Gartner*)
- Top concerns:
 - Mobility and cloud
 - Operational efficiency and managing new technology
 - Data management and disaster planning

SMB Technology Needs

Hardware

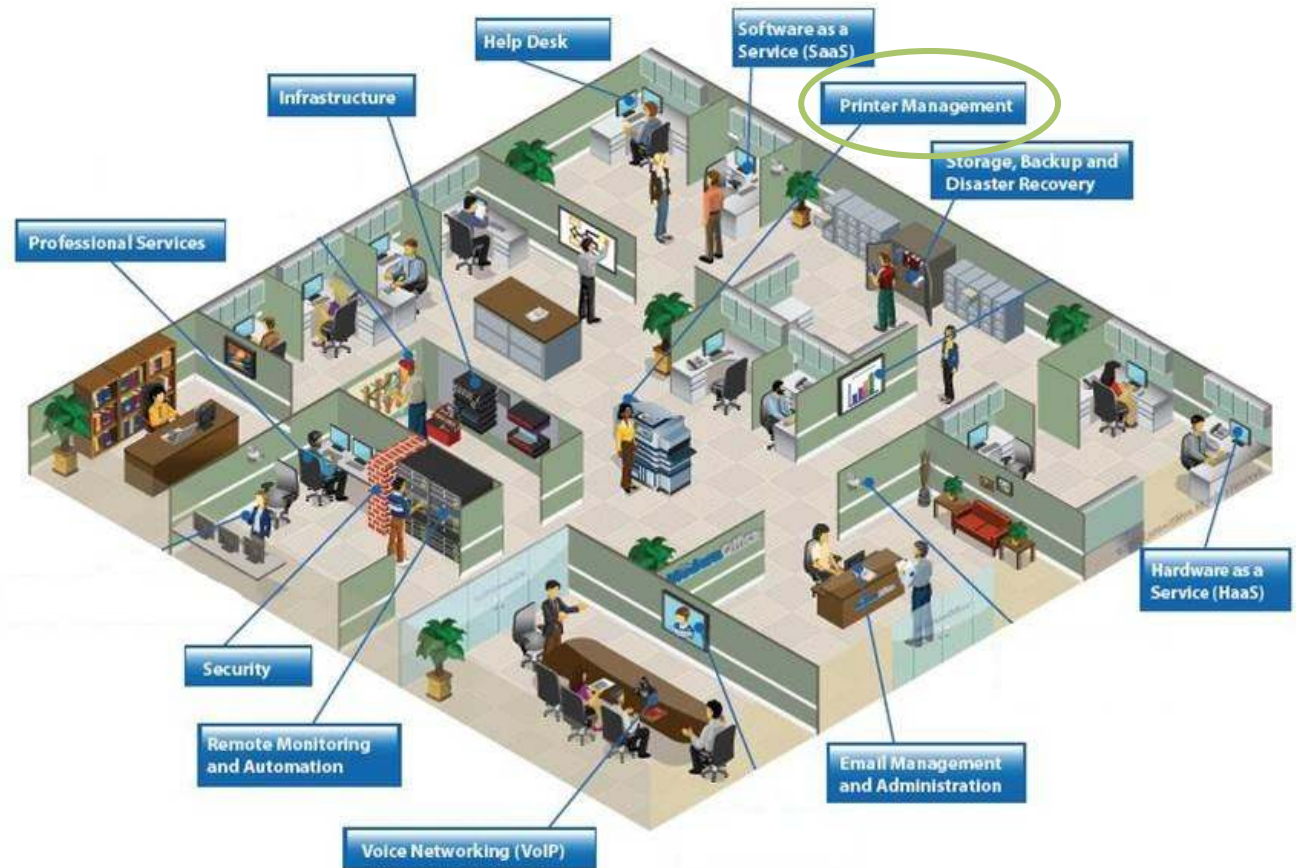
Security

Data Protection

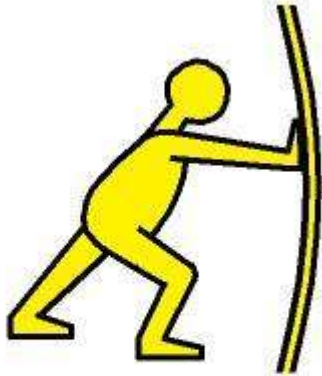
Communication

Software

Support

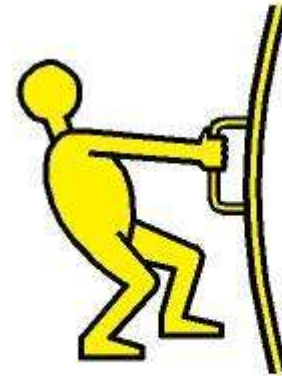


Reality Is...



PUSH

OR



PULL

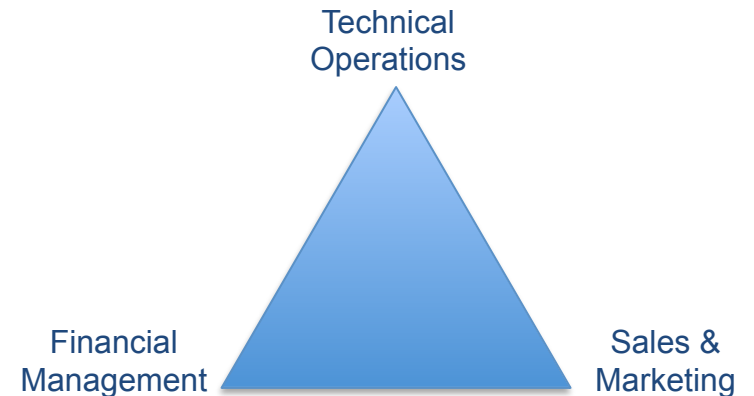


Concerns About Getting In

- Resources required
- Risk of controlling the network
- Profitability of the model and ROI

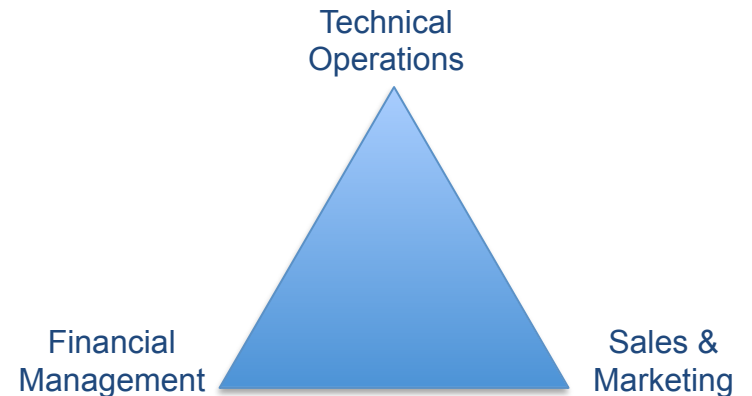
Resources Required

- Technical Operations
 - Tools
 - Network operations center and help desk
 - Staff (recruit, train, retain)
 - Technology stack (vendor partnerships and contracts)
 - Service delivery process



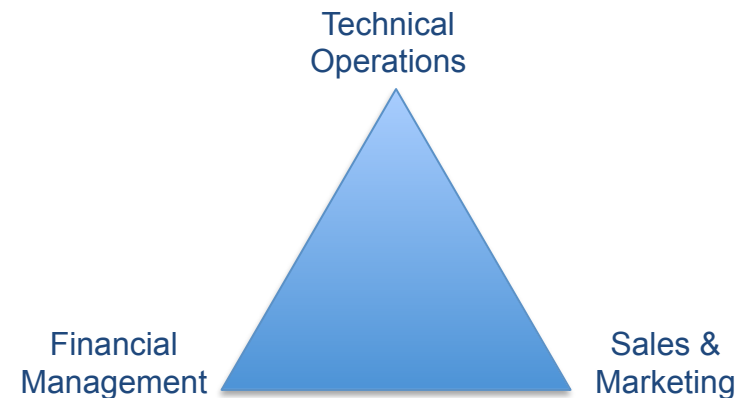
Resources Required

- Sales and Marketing
 - Change the message – marketing
 - Lead generation
 - Prospect and qualify current customer base
 - Identify a solutions specialist
 - Develop new sales process (solution)



Resources Required

- Financial Management
 - Revenue Mix
 - Recurring = 40% at 40-60% margins
 - Product = 30% at 10-30% margins
 - Project = 30% at 60-80% margins
 - Tech utilization
 - Onboarding, projects, onsite
 - Sales activity
 - 1-2 per month at \$1,500





Key Mistakes to Avoid

1. Target the *RIGHT* customer
2. Sell the concept, shift customer's view of IT
3. Take control, be holistic
4. Establish & maintain repeatable processes



Target the *RIGHT* Customer

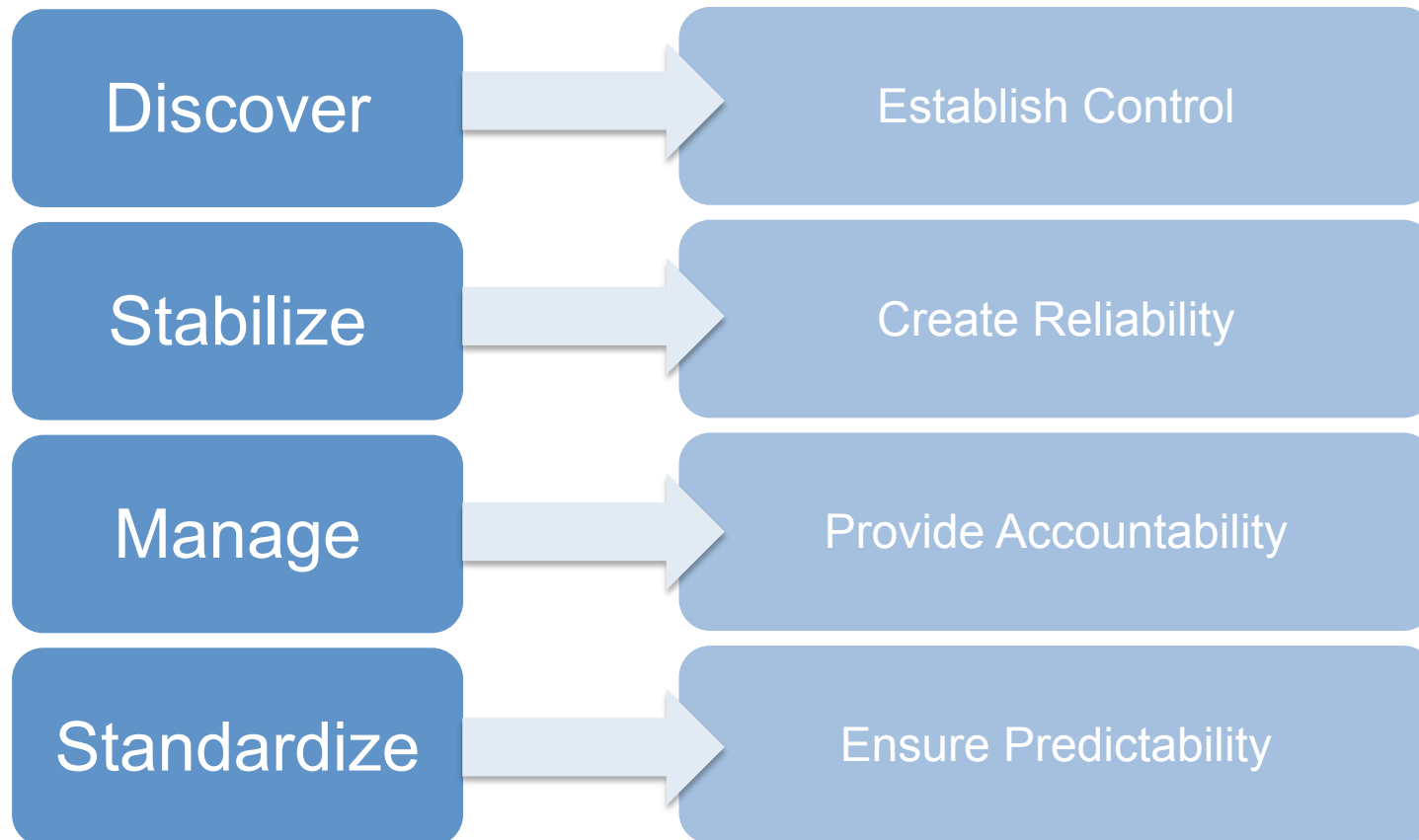
Demographic

- 15-75 users
- Outsource IT service and support
- High \$\$ per hour
- View technology as an investment

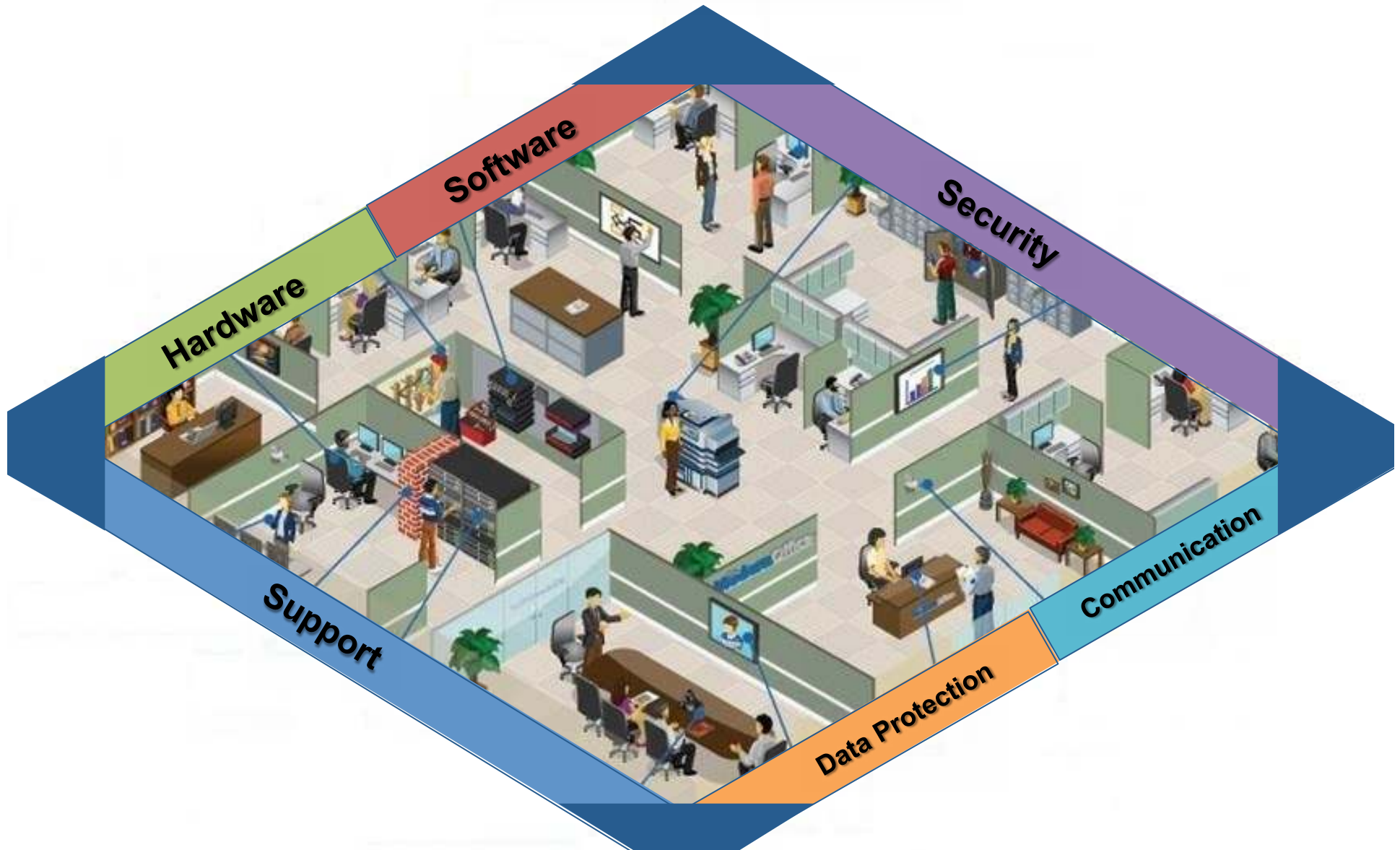
Structure

- No internal IT
- Growing
- Technology dependent
- Basic, stable environment

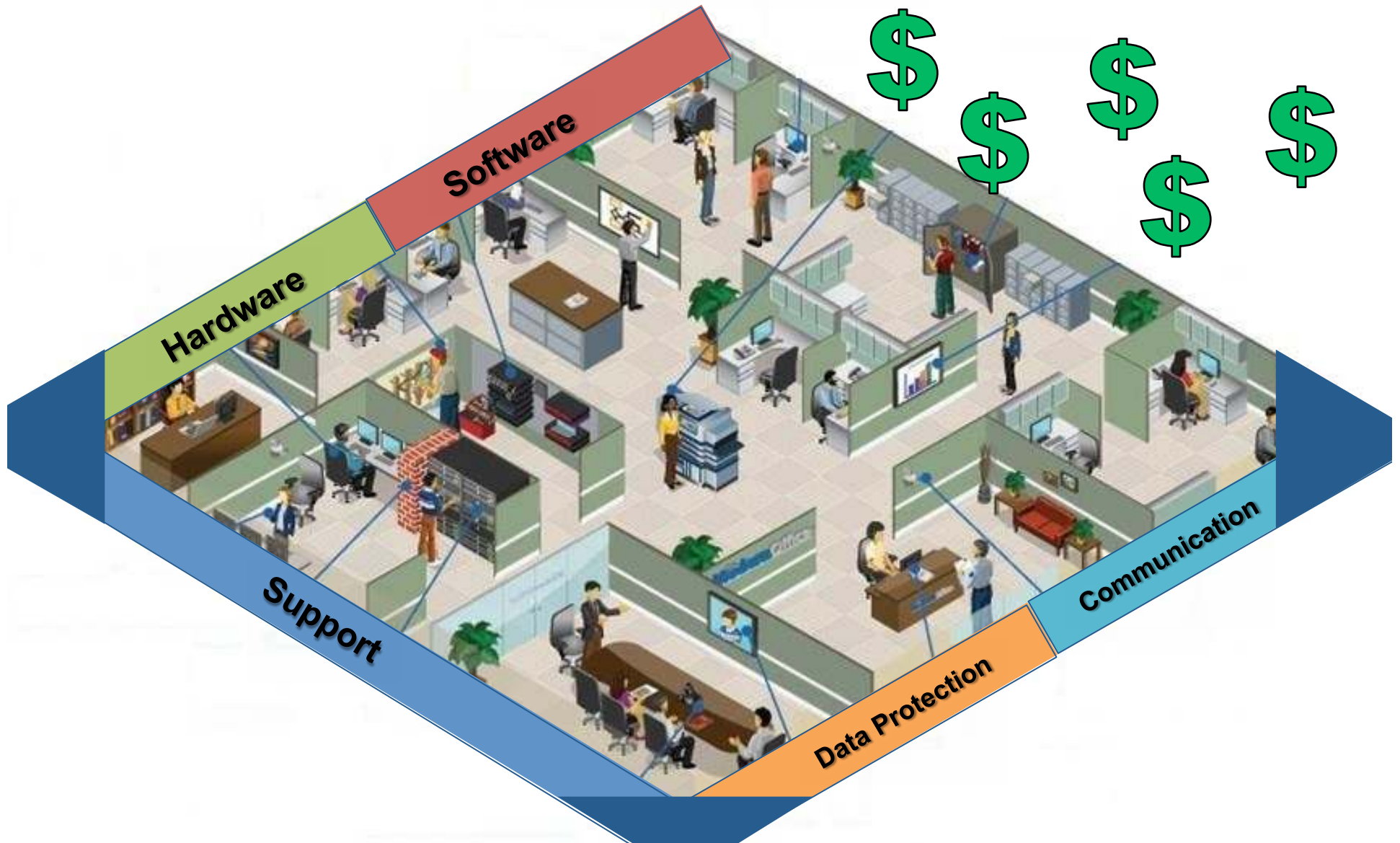
Sell the Concept: This is a Process



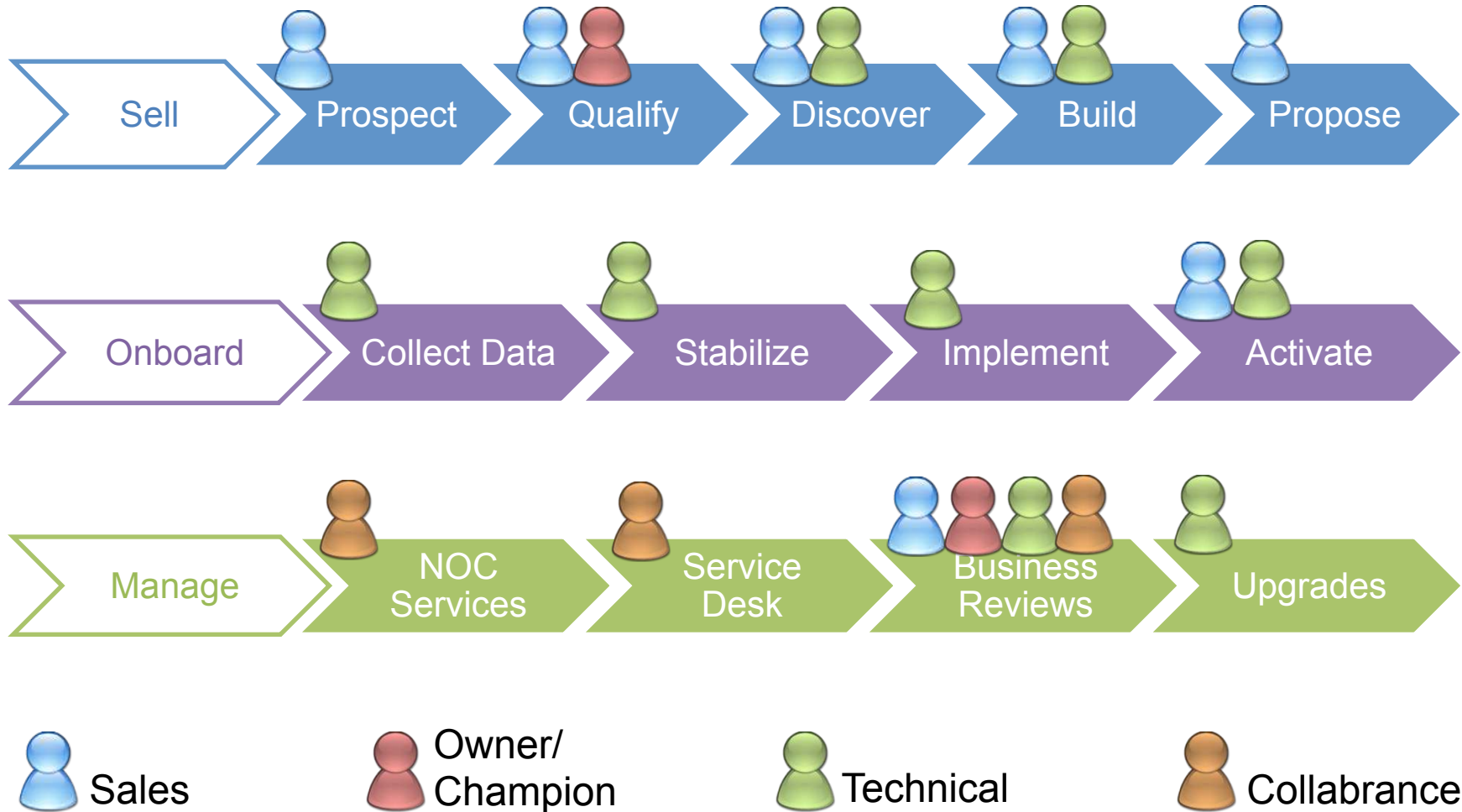
Take Control



Be Holistic



Repeatable Process





Benefits of Managed Services

- Increase Profit
 - More than just print
 - More margin, trusted technology advisor
- Control Cost
 - More opportunities per rep
 - Predictable tech utilization
- Reduce Risk
 - Planned new revenue opportunities
 - Full account control



Questions?

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